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EXAMINER
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LEE, KWOK W

ART UNIT	PAPER NUMBER
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2109

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PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

## Office Action Summary

Application No.

10/757,918

Applicant(s)

WATANABE, HIROSHI

Examiner

Kwok Wing Lee

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-30 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-30 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 15 January 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
- 1) ☒ Certified copies of the priority documents have been received.
  - 2) ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
  - 3) ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_.
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_.

## **DETAILED ACTION**

### ***Claim Objections***

Claims 13 and 17 are objected to because of the following informalities:

-Missing periods at the end of claims 13 and 17

Please note that at the end of claim 13, a period is missing. Also in claim 17, the comma should be replaced with a period at the end of the sentence. A period must be placed at the end of these claim sentences. See MPEP 608.01 (m).

Appropriate correction is required.

### ***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-6, 8-13, 15-18, 20-27, 29 and 30 are rejected under 35 U.S.C. 102(b) as being anticipated by Freiburger et al (US 2002/0003506).

With respect to claim 1, Freiburger teaches an information distribution system wherein a terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the “attention manager” software), a display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2), and a schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6) are

interconnected over a network (System 200, see figure 2), wherein: said display information transmitting apparatus comprises: display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting display information (Content Data 350, see paragraph [0061], lines 1-7) to the terminal apparatus upon reception of a display information transmission request (Paragraph [0069], lines 3-14) transmitted from the terminal apparatus; and transmitting display information storage means (Paragraph [0054], lines 1-10) for storing the display information; said schedule transmitting apparatus comprises: transmission schedule storage means (Paragraph [0054], lines 1-10) for storing a schedule table that lists a plurality of schedules (Content Data Scheduling Instructions 322, see figure 3B) each of which is composed of a set of a display start time (Paragraph [0063], lines 15-23) that specifies a time of day to bring display of the display information to start, an address (Paragraph [0066], lines 7-12) that identifies the display information, a display end time (Paragraph [0063], lines 15-23) that specifies a time of day to bring the display of the display information to end and/or a display time that specifies a time required to display the display information; selecting means (Paragraph [0063], lines 15-23) for selecting a relevant schedule obtained by retrieving, from the schedule table, a schedule whose display start time is close to a time of day received from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time, this would include a time that is close to a time of day received from the terminal apparatus) that is, upon reception of the time of day from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to

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a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a reception of a time of day from a terminal apparatus had occurred beforehand); and schedule transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting the schedule selected by the selecting means to the terminal apparatus; and said terminal apparatus comprises: display means (Paragraph [0054], lines 1-7) for displaying the display information; an internal clock (Paragraph [0088], lines 9-12) for giving a lapse of time; screen saver (Paragraph [0010], lines 9-12) for displaying a given image on the display means when an operation to the terminal apparatus by a user is suspended for a certain period of time or more; time of day transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting the time of day given by the internal clock to the schedule transmitting apparatus when the given image is displayed on the display means and when the time of day to bring display of the given image to end is getting close (Paragraph [0088], lines 8-12 and paragraph [0066], lines 15-25, note that the time included in the update schedule has a relative time close to the end of a given image); schedule receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for receiving the schedule from the schedule transmitting apparatus; schedule storage means (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) for storing the schedule received by the schedule receiving means; display information transmission request transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting a display information transmission request to the display information transmitting apparatus with reference to the address listed in the

schedule when the time of day given by the internal clock reaches the display start time listed in the schedule stored in the schedule storage means (Paragraph [0066], lines 1-20); display information receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for receiving the display information from the display information transmitting apparatus; and display control means (Paragraph [0080], lines 30-35) for displaying the display information received by the display information receiving means on the display means.

With respect to claim 2, Freiburger teaches the information distribution system as cited in claim 1, wherein: said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) further includes schedule rewriting means (Paragraph [0085], lines 6-12) for rewriting the schedule (Content Data Scheduling Instructions 322, see figure 3C) stored in said schedule storage means (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) with the schedule (Content Data Scheduling Instructions 322, see figure 3B) received by said schedule receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3), when there is a different portion in case when said terminal apparatus compares the schedule received by said schedule receiving means with the schedule stored in said schedule storage means (Paragraph [0092], lines 14-18), said time of day transmitting means transmits the time of day given by the internal clock (Paragraph [0088], lines 9-12) to the schedule transmitting apparatus (Content Provider 2, see figure 2) at a predetermined interval during the time when said display information (Content Data 350, see paragraph [0061], lines 1-7) is displayed (Paragraph [0063],

lines 15-23, paragraph [0089], lines 3-8 and Block 408, see figure 4, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day of the internal clock from the terminal apparatus had occurred); and said schedule rewriting means rewrites said schedule stored in said schedule storage means with the schedule received by said schedule receiving means (Paragraph [0085], lines 6-12), when there is a different portion in case of comparing the schedule received by said schedule receiving means with the schedule stored in said schedule storage means (Paragraph [0085], lines 1-12) at the time when the schedule received by said schedule receiving means is the schedule transmitted from said schedule transmitting apparatus based on the time of day transmitted to said schedule transmitting apparatus at said predetermined interval (Paragraph [0063], lines 15-23, paragraph [0089], lines 3-8 and Block 408, see figure 4, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day of the internal clock from the terminal apparatus had occurred).

With respect to claim 3, Freiburger teaches the information distribution system as cited in claim 2, wherein: said schedule rewriting means (Paragraph [0085], lines 6-12) rewrites said schedule (Content Data Scheduling Instructions, see figure 3C) stored in said schedule storage means (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) with the schedule (Content Data Scheduling Instructions 322, see figure 3B) received by said schedule receiving means (Paragraph [0054], lines 12-14, 25-28 and

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paragraph [0083] line 3), when either said display end time or said display time (Paragraph [0063], lines 15-23) is different in case of comparing the schedule received by said schedule receiving means with the schedule stored in said schedule storage means (Paragraph [0085], lines 1-12, note that when determining whether or not the contents of a package file are present for rewriting, it is inherent that this includes scanning for different display end times or display times in the schedule received).

With respect to claim 4, Freiburger teaches the information distribution system as cited in claim 1, wherein: said terminal apparatus further comprises display information storage means (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) for storing display information (Content Data 350, see paragraph [0061], lines 1-7) displayed on said display means.

With respect to claim 5, Freiburger teaches the information distribution system as cited in claim 1, further comprising: schedule correcting means (Paragraph [0085], lines 1-12) interconnected to said terminal apparatus (User 1 also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software), said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6), and said display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for correcting the schedule (Content Data Scheduling Instructions 322, see figure 3B) stored in said transmission schedule storage means (Paragraph [0054], lines 1-10) or display information (Content Data 350, see paragraph [0061], lines 1-7) stored in said transmitting display information storage means (Paragraph [0054], lines 1-10).



With respect to claim 6, Freiburger teaches the information distribution system as cited in claim 1, wherein: said display information (Content Data 350, see paragraph [0061], lines 1-7) is related to a television or radio program (Paragraph [0026], lines 5-16) that is on the air at the time when the display information is displayed on the display (Paragraph [0026], lines 8-9).

With respect to claim 8, Freiburger teaches the information distribution system as cited in claim 1, wherein: said terminal apparatus (User 1 also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) further comprises last display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting to said display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) the last display information designating the display information displayed at said display means when an operation by a user is carried out while displaying said display information (Paragraph [0108], lines 13-27); and said display information transmitting apparatus further comprises counting means (Paragraph [0108], lines 5-22) for counting the number of transmission for said display information to be transmitted as the last display information based on the last display information transmitted from said terminal apparatus.

With respect to claim 9, Freiburger teaches the information distribution system as cited in claim 1, wherein: a plurality of schedule tables (Content Data Scheduling Instructions 322, see figure 3B) is stored in said transmission schedule storage means (Paragraph [0054], lines 1-10); and said terminal apparatus (User 1, also known as

Content Display System 203a, see figure 2, or referred to as the “attention manager” software) further comprises schedule table selecting means (Paragraph [0024], lines 13-23) for selecting a schedule table to which the schedule to be transmitted by said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2) belongs.

With respect to claim 10, Freiburger teaches a terminal apparatus (Content Display System 203a, see figure 2) interconnected with a display information transmitting apparatus (Content Providing System 202a, see figure 2) for transmitting display information (Content Data 350, see paragraph [0061], lines 1-7) and a schedule transmitting apparatus (Content Providing System 202b, see figure 2) for transmitting a schedule over a network (System 200, see figure 2), comprising: display means (Paragraph [0054], lines 1-7) for displaying the display information (Content Data 350, see paragraph [0061], lines 1-7); an internal clock (Paragraph [0088], lines 9-12) for giving a lapse of time; a screen saver (Paragraph [0010], lines 9-12) for displaying a given image on the display means when an operation to the terminal apparatus by a user is suspended for a certain period of time or more; time of day transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting the time of day given by the internal clock to the schedule transmitting apparatus when the given image is displayed on the display means and when the time of day to bring display of the given image to end is getting close (Paragraph [0088], lines 8-12 and paragraph [0066], lines 15-25, note that the time included in the update schedule has a relative time close to the end of a given image); schedule receiving means (Paragraph

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[0054], lines 12-14, 25-28 and paragraph [0083] line 3) for receiving a schedule (Content Data Scheduling Instructions 322, see figure 3B) composed of a set of a display start time (Paragraph [0063], lines 15-23) that specifies a time of day to bring display of the display information to startup, an address (Paragraph [0066], lines 7-12) that identifies the display information, a display end time (Paragraph [0063], lines 15-23) that specifies a time of day to bring the display of the display information to end and/or a display time that specifies a time required to display the display information; schedule storage means (Paragraph [0054], lines 1-10) for storing the schedule received by the schedule receiving means; display information transmission request transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting a display information transmission request (Paragraph [0069], lines 3-9) to the display information transmitting apparatus with reference to the address listed in the schedule when the time of day given by the internal clock reaches the display start time listed in the schedule stored in the schedule storage means (Paragraph [0066], lines 1-20); display information receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for receiving the display information from the display information transmitting apparatus (Paragraph [0069], lines 10-14); and display control means (Paragraph [0080], lines 30-35) for displaying the display information received by the display information receiving means on the display means.

With respect to claim 11, Freiburger teaches the terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the “attention manager” software) as cited in claim 10, wherein: said terminal apparatus further

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comprises schedule rewriting means (Paragraph [0085], lines 6-12) for rewriting the schedule (Content Data Scheduling Instructions 322, see figure 3C) stored in said schedule storage means (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) with the schedule (Content Data Scheduling Instructions 322, see figure 3B) received by said schedule receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3), when there is a different portion in case when said terminal apparatus compares the schedule received by said schedule receiving means with the schedule stored in said schedule storage means (Paragraph [0092], lines 14-18); said time of day transmitting means transmits the time of day given by the internal clock (Paragraph [0088], lines 9-12) to the schedule transmitting apparatus (Content Provider 2, see figure 2) at a predetermined interval during the time when said display information (Content Data 350, see paragraph [0061], lines 1-7) is displayed (Paragraph [0063], lines 15-23, paragraph [0089], lines 3-8 and Block 408, see figure 4, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day of the internal clock from the terminal apparatus had occurred); and said schedule rewriting means rewrites said schedule stored in said schedule storage means with the schedule received by said schedule receiving means (Paragraph [0085], lines 6-12), when there is a different portion in case of comparing the schedule received by said schedule receiving means with the schedule stored in said schedule storage means (Paragraph [0085], lines 1-12) at the time when the schedule received by said schedule receiving means is the schedule transmitted from said schedule transmitting apparatus based on

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the time of day transmitted to said schedule transmitting apparatus at said predetermined interval (Paragraph [0063], lines 15-23, paragraph [0089], lines 3-8 and Block 408, see figure 4, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day of the internal clock from the terminal apparatus had occurred).

With respect to claim 12, Freiburger teaches the terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) as cited in claim 11, wherein: said schedule rewriting means (Paragraph [0085], lines 6-12) rewrites said schedule (Content Data Scheduling Instructions, see figure 3C) stored in said schedule storage means (Paragraph [0054], lines 1-10) with the schedule (Content Data Scheduling Instructions, see figure 3C) received by said schedule receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3), when either said display end time or said display time (Paragraph [0063], lines 15-23) is different in case of comparing the schedule received by said schedule receiving means with the schedule stored in said schedule storage means (Paragraph [0085], lines 1-12, note that when determining whether or not the contents of a package file are present for rewriting, it is inherent that this includes scanning for different display end times or display times in the schedule received).

With respect to claim 13, Freiburger teaches the terminal apparatus as cited in claim 10, further comprising: display information storage means (Paragraph [0054],

lines 1-10 and paragraph [0079], lines 1-9) for storing display information (Content Data 350, see paragraph [0061], lines 1-7) displayed on said display means.

With respect to claim 15, Freiburger teaches the terminal apparatus as cited in claim 11, further comprising: a last display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting to said display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) the last display information designating the display information displayed at said display means when an operation by a user is carried out while displaying said display information (Paragraph [0108], lines 13-32).

With respect to claim 16, Freiburger teaches a schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6) interconnected with a terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) and a display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) for transmitting display information (Content Data 350, see paragraph [0061], lines 1-7) to the terminal apparatus over a network (System 200, see figure 2), comprising: transmission schedule storage means (Paragraph [0092], lines 14-18) for storing a schedule table that lists a plurality of schedules (Content Data Scheduling Instructions 322, see figure 3B) each of which is composed of a set of a display start time (Paragraph [0063], lines 15-23) that specifies a time of day to bring display of the display information to start, a display end time (Paragraph [0063], lines 15-23) that specifies a time of day to bring the display of the

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display information to end, a display time (Paragraph [0063], lines 15-23) that specifies a time required to display the display information on a display means (Paragraph [0054], lines 1-7) mounted to the terminal apparatus and an address (Paragraph [0066], lines 7-12) that identifies the display information; retrieval means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for retrieving, from the schedule table (Scheduling Instructions 322), a schedule display start time of which is close to a time of day transmitted from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data can be tailored to a particular clock time, this would include a time that is close to a time of day received from the terminal apparatus), upon reception of the time of day from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a reception of a time of day from a terminal apparatus had occurred beforehand); and schedule transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting the schedule retrieved by the retrieval means to the terminal apparatus.

With respect to claim 17, Freiburger teaches the schedule transmitting apparatus as cited in claim 16, wherein: said transmission schedule storage means (Paragraph [0054], lines 1-10) stores a plurality of schedule tables (Content Data Scheduling Instructions 322, see figure 3B).

With respect to claim 18, Freiburger teaches a display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) connected with a terminal apparatus (User 1, also known as Content Display System

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203a, see figure 2, or referred to as the "attention manager" software) over a network (System 200, see figure 2), comprising: transmitting display information storage means (Paragraph [0054], lines 1-10) for storing display information (Content Data 350, see paragraph [0061], lines 1-7) to be transmitted to the terminal apparatus (Paragraph [0069], lines 10-14); and display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting the display information stored in the transmitting display information storage means to the terminal apparatus upon reception of a display information transmission request (Paragraph [0069], lines 3-9) transmitted with reference to an address from the terminal apparatus.

With respect to claim 20, Freiburger teaches the display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) as cited in claim 18, wherein: said display information (Content Data 350, see paragraph [0061], lines 1-7) to be transmitted by said display information transmitting apparatus is related to a television or radio program (Paragraph [0026], lines 5-16) that is on the air at the time when the display information is displayed on the display (Paragraph [0026], lines 8-9).

With respect to claim 21, Freiburger teaches the display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) as cited in claim 18, further comprising: counting means (Paragraph [0108], lines 5-27) for counting the number of transmission for said display information to be transmitted as the last display information based on the last display information transmitted from said



terminal apparatus based on the last display information designating the display information displayed on said display means.

With respect to claim 22, Freiburger teaches an information distribution method adaptable to an information distribution system configured by interconnecting a terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software), a display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) and a schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6) over a network (System 200, see figure 2), comprising the steps of: allowing the terminal apparatus to transmit a time of day given by an internal clock (Paragraph [0088], lines 9-12), which gives a lapse of time (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day and a lapse of time from a terminal apparatus had occurred), to the schedule transmitting apparatus, while displaying a given image on display means when an operation to the terminal apparatus by a user is suspended for a certain period of time or more (Paragraph [0010], lines 9-12); allowing the schedule transmitting apparatus to, upon reception of the time of day (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a reception of a time of day from a terminal apparatus had occurred beforehand) from the terminal apparatus, transmit a relevant schedule to the terminal apparatus by retrieving, from schedules

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each of which is composed of a set of a display start time that specifies a time of day to bring display of the display information to startup, a display end time that specifies a time of day to bring the display of the display information to end (Paragraph [0063], lines 15-23), a display time (Paragraph [0063], lines 15-23) that specifies a time required to display the display information (Content Data 350, see paragraph [0061], lines 1-7) and an address (Paragraph [0066], lines 7-12) that identifies the display information, a schedule whose display start time is close to the time of day transmitted from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time, this would include a time that is close to a time of day received from the terminal apparatus); allowing the terminal apparatus to, upon reception of the above schedule, store the received schedule in a recording medium (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9), while transmitting a display information transmission request to the display information transmitting apparatus with reference to the address (Paragraph [0066], lines 7-12) listed in the schedule when the time of day given by the internal clock reaches the display start time listed in the schedule stored in the recording medium (Paragraph [0066], lines 15-25); allowing the display information transmitting apparatus to, upon reception of the display information transmission request, transmit the display information to the terminal apparatus (Paragraph [0069], lines 10-14); and allowing the terminal apparatus to, upon reception of the display information from the display information transmitting apparatus, display the received display information on the display means (Paragraph [0054], lines 1-7).

With respect to claim 23, Freiburger teaches the information distribution method as cited in claim 22, wherein: said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) transmits the time of day given by the internal clock (Paragraph [0088], lines 9-12) to the schedule transmitting apparatus at a predetermined interval during the time when said display information is displayed (Paragraph [0063], lines 15-23, paragraph [0089], lines 3-8 and Block 408, see figure 4, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day of the internal clock from the terminal apparatus had occurred); said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6) retrieves said schedule (Content Data Scheduling Instructions 322, see figure 3B) by receiving the time of day (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a reception of a time of day from a terminal apparatus had occurred beforehand) transmitted by said terminal apparatus, and transmits to the terminal apparatus the schedule which has a start time close to the time of day transmitted by said terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time, this would include a time that is close to a time of day received from the terminal apparatus and it is inherent that the schedule will be transmitted back to the terminal apparatus); and said terminal apparatus receives the schedule transmitted by said schedule transmitting apparatus,

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and rewrites the schedule stored in the recording medium (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) with the received schedule (Paragraph [0085], lines 6-12), when there is a different portion in case of comparing the received schedule with the schedule stored in said recording medium (Paragraph [0092], lines 14-18).

With respect to claim 24, Freiburger teaches the information distribution method as cited in claim 23, wherein: said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) rewrites said schedule stored in said recording medium (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) with the received schedule, when either said display end time or said display time is different in case of comparing the received schedule with the schedule stored in said recording medium (Paragraph [0085], lines 1-12, note that when determining whether or not the contents of a package file are present for rewriting, it is inherent that this includes scanning for different display end times or display times in the schedule received).

With respect to claim 25, Freiburger teaches the information distribution method as cited in claim 22, wherein: said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) records to the recording medium (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) the display information (Content Data 350, see paragraph [0061], lines 1-7) transmitted by said display information by said display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3).

With respect to claim 26, Freiburger teaches the information distribution method as cited in claim 22, further comprising: schedule correcting means (Paragraph [0085], lines 1-12) interconnected to said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software), said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6), and said display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for correcting either the schedule to be transmitted by said schedule transmitting apparatus or display information to be transmitted by said display information transmitting apparatus (Paragraph [0085], lines 6-12).

With respect to claim 27, Freiburger teaches the information distribution method as cited in claim 22, wherein: said display information (Content Data 350, see paragraph [0061], lines 1-7) is related to a television or radio program (Paragraph [0026], lines 5-16) that is on the air at the time when the display information is displayed on the display.

With respect to claim 29, Freiburger teaches the information distribution method as cited in claim 22, wherein: said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) transmits to said display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) the last display information designating display information displayed at said display means (Paragraph [0054], lines 1-7) when an operation by a user is carried out while displaying said display information

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(Paragraph [0108], lines 13-27); and said display information transmitting apparatus counts the number of transmission for said display information to be transmitted as the last display information based on the last display information transmitted from said terminal apparatus (Paragraph [0108], lines 5-22).

With respect to claim 30, Freiburger teaches the information distribution method as cited in claim 22, wherein: a plurality of schedule tables (Content Data Scheduling Instructions 322, see figure 3B) is stored in the recording medium (Paragraph [0054], lines 1-10) equipped to said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6); and said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) selects a schedule table to which the schedule to be transmitted by said schedule transmitting apparatus belongs (Step 409, see figure 4).

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 7, 14, 19 and 28 are rejected under 35 U.S.C. 103(a) as being unpatentable over Freiburger et al (US 2002/0003506) in view of Rakavy et al (US 5,913,040).

With respect to claim 7, all of the limitations of claim 1 have been addressed above. Freiburger does not teach the display information transmitting means that further comprises an encryption means for encrypting display information and the terminal apparatus further comprises decryption means for decrypting the encrypted display information encrypted by the said encryption means. The Rakavy reference teaches a method of presenting individualized advertisement items on a computer and teaches the desirability of having encryption and decryption methods in the form of public key encryption and digital signatures for information that may be sensitive in nature (Column 15, lines 14-21). It would have been obvious at the time of the invention was made to a person having ordinary skill in the art to which said subject matter pertains to have modified the display method of Freiburger to provide an encryption means for the display information transmitting means of the content provider for encrypting display information and a decryption means for the content display system for decrypting the encrypted display information from the content provider. The motivation for this comes from the fact that contents transmitted from the content provider to be display can contain sensitive information such as account numbers, emails and addresses. A means for encryption and decryption provides for security of information that should be safeguarded.

With respect to claim 14, all of the limitations of claim 10 have been addressed above. Freiburger does not teach the terminal apparatus of claim 10 further comprising decryption means for decrypting said encrypted display information. The Rakavy reference teaches a method of presenting individualized advertisement items on a

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computer and teaches the desirability of having encryption and decryption methods in the form of public key encryption and digital signatures for information that may be sensitive in nature (Column 15, lines 14-21). It would have been obvious at the time of the invention was made to a person having ordinary skill in the art to which said subject matter pertains to have modified the display method of Freiburger to provide an encryption means for the content provider for encrypting display information and a decryption means for the content display system for decrypting the encrypted display information from the content provider. The motivation for this comes from the fact that contents transmitted from the content provider to be display can contain sensitive information such as account numbers, emails and addresses. A means for encryption and decryption provides for security of information that should be safeguarded.

With respect to claim 19, all of the limitations of claim 18 have been addressed above. Freiburger does not teach the display information transmitting apparatus as cited in claim 18 further comprising encryption means for encrypting said display information. The Rakavy reference teaches a method of presenting individualized advertisement items on a computer and teaches the desirability of having encryption and decryption methods in the form of public key encryption and digital signatures for information that may be sensitive in nature (Column 15, lines 14-21). It would have been obvious at the time of the invention was made to a person having ordinary skill in the art to which said subject matter pertains to have modified the display method of Freiburger to provide an encryption means for the content provider for encrypting display information and a decryption means for the content display system for decrypting the encrypted display



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information from the content provider. The motivation for this comes from the fact that contents transmitted from the content provider to be display can contain sensitive information such as account numbers, emails and addresses. A means for encryption and decryption provides for security of information that should be safeguarded.

With respect to claim 28, all of the limitations of claim 22 have been addressed above. Freiburger does not teach a display information transmitting apparatus that encrypts the display information and a terminal apparatus that decrypts said encrypted display information. The Rakavy reference teaches a method of presenting individualized advertisement items on a computer and teaches the desirability of having encryption and decryption methods in the form of public key encryption and digital signatures for information that may be sensitive in nature (Column 15, lines 14-21). It would have been obvious at the time of the invention was made to a person having ordinary skill in the art to which said subject matter pertains to have modified the display method of Freiburger to provide an encryption means for the content provider for encrypting display information and a decryption means for the content display system for decrypting the encrypted display information from the content provider. The motivation for this comes from the fact that contents transmitted from the content provider to be display can contain sensitive information such as account numbers, emails and addresses. A means for encryption and decryption provides for security of information that should be safeguarded.

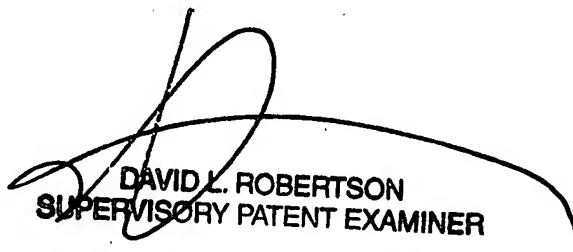
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kwok Wing Lee whose telephone number is (571) 270-3557. The examiner can normally be reached on Mon - Thu, 7:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Robertson can be reached on (571) 272-4186. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

KWL

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9/05/2007

  
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